

REQUEST FOR PROPOSAL (RFP) – THE TONY ELUMELU FOUNDATION (THE WE4A GREEN BUSINESS TRAINING CURRICULUM VIDEO CONTENT)

Briefing Form

Project Name: WE4A Green Business Training Curriculum Video Animation

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Proposal Submission Deadline: October 6, 2025

Organisation: The Tony Elumelu Foundation

Expected Completion Date: December 31, 2025

Summary:

The Tony Elumelu Foundation is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalysing job creation across all 54 African countries, and increasing women's economic empowerment.

Since the launch of the TEF Entrepreneurship Programme in 2015, the Foundation has trained over 2.5 million young Africans on its digital hub, TEFConnect, and disbursed nearly USD \$100 million in direct funding to 21,000 African women and men, who have collectively created over 1.5 million direct and indirect jobs.

The Foundation's mission is rooted in Africapitalism, which positions the private sector, and most importantly, entrepreneurs, as the catalyst for the social and economic development of the African continent. The Foundation's ability to fund, train, mentor, and network young African entrepreneurs has created a unique platform for catalysing growth across the African continent.

The robust ability of the Foundation to reach entrepreneurs across geographies and sectors, has enabled it to conduct innovative partnerships with the European Union (EU), United Nations Development Programme, the International Committee of the Red Cross, the United States Government via the United States African Development Foundation (USADF), The Organization of African, Caribbean and Pacific States (OACPS), The French Development Agency (AFD), The German Development Finance Institution (DEG), The German Agency for International Cooperation (GIZ), The African Development Bank (AfDB), and Google, with bespoke programmes including targeting female empowerment and growth in fragile states.

The Foundation, in partnership with the EU and GIZ, is committed to supporting female entrepreneurs in green and greening sectors across eight Sub-Saharan African countries through the IYBA-WE4A Entrepreneurship Programme. Building on the successful 2021 pilot, WE4A II aims to drive sustainable and inclusive growth by strengthening entrepreneurship ecosystems, improving access to finance, and enhancing the capacities of women-led

MSMEs and start-ups. By addressing gaps in skills, business services, and funding, the programme fosters stronger networks, supports women entrepreneurs, and contributes to job creation and economic prosperity.

As part of the TEF-GIZ-EU partnership, we are working to enhance the skills, knowledge, and capacity of our entrepreneurs. To achieve this goal, we have developed a green curriculum designed to empower our female entrepreneurs to thrive in the 21st century. We are currently seeking proposals from experienced graphic design and video animation firms to create an engaging and educational animated graphics and video series for this green training curriculum.

This project aims to enhance the learning experience for our participants by utilising high-quality graphics and animations that effectively convey complex concepts while maintaining viewer engagement. We are committed to delivering exceptional educational content, and this initiative is a vital component of our strategy to provide innovative and impactful training programs.

Objectives of this Project

The goal of this project is to create graphics and animated videos that cover a variety of green topics in an engaging and informative way. These resources are designed to equip learners with the knowledge and skills necessary to adapt to rapidly evolving digital technologies and stay current with the latest trends.

In detail, the selected vendor will be responsible for creating a series of animated videos with the following objectives:

1. **Develop Animated Videos:** Create animated videos covering all 13 training modules in English, Arabic, French, and Portuguese.
2. **Engaging Storytelling:** Use engaging storytelling techniques to explain complex concepts simply and understandably.
3. **Educational Content:** Ensure that the videos are educational, adhering to the provided curriculum guidelines.
4. **High-Quality Animations:** Produce high-quality animations that are visually appealing and maintain viewer interest.
5. **Voiceover and Subtitles:** Include professional voiceover and subtitles in English, Arabic, French, and Portuguese

Target Audience:

Our programme content is designed to empower African women entrepreneurs by strengthening their skills in the green sector and equipping them with the knowledge and tools needed to thrive in a rapidly evolving landscape.

Scope of Work:

The selected vendor will be responsible for:

1. **Concept Development:**
 - Work with our team to develop a clear understanding of the training objectives and key messages.



- Create storyboards and scripts for each video, ensuring alignment with the curriculum.
2. **Animation Production:**
 - Design and animate African characters, scenes, and transitions.
 - Incorporate feedback from our team at each stage of production.
 3. **Post-Production:**
 - Add voiceovers, sound effects, and background music.
 - Include subtitles and ensure all videos meet accessibility standards.
 4. **Review and Finalisation:**
 - Submit drafts for review and make necessary revisions within agreed timelines.
 - Deliver all source files and final versions in the required formats.

Timeframe

The animation production project is expected to run for a 4-week timeframe.

Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to The Tony Elumelu Foundation, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and the European Union, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of the above names who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of The Tony Elumelu Foundation.

Recommended Presentation of Technical Proposal

Applicants' proposal documents must address all requirements detailed in the terms of reference.

The selection will be based on the vendor's ability to meet the project objectives, technical expertise, creativity, and cost-effectiveness. We are looking for a creative partner who can deliver high-quality animated content within the agreed timeframe. A total budget of ₦7 million has been allocated for this project, inclusive of VAT and withholding tax. We look forward to exploring innovative ideas and working together to bring this project to life.

Applicants' proposal documents must address all requirements detailed in the RFP, and shortlisting will be via the scoring summary below:

S/N	Technical Proposal Evaluation (Summary)	Score Weight	Points Obtainable
1.	Expertise of the Firm	20%	200
2.	Proposed Methodology, Approach, and Implementation Plan	40%	400
3.	Team Structure and Key Technical Personnel	20%	200
4.	Budget	20%	200



		100%	1000



Payment Instalment

The successful company shall be paid according to the schedule detailed below:

Payment Instalment	Deliverables or Documents to be Delivered	Percentage of Payment
1 st Instalment	Upon the finalisation of the concept note, storyline and production timeline	40%
2 nd Instalment	Upon submission of the final approved content via a format that does not compromise the quality.	60%